

(54) Title
VISCOUS DETERGENT CONCENTRATE COMPOSITION

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(71) Applicant(s)
LESTEUR COTELLE

(72) Inventor(s)
ANNETTE PIERSON; DANIEL CHARPIN; CATHERINE HEUSELE; PATRICK MOIREAU

(74) Attorney or Agent
WATERMARK PATENT & TRADEMARK ATTORNEYS, Locked Bag 5, HAWTHORN VIC
3122

(57) Claim

1. A clear, concentrated liquid detergent composition capable of being poured, capable of being diluted with water to give a viscous diluted composition, comprising:

(a) at least one anionic surface active agent,

(b) a regulator of viscosity of the diluted composition, comprising:

(b₁) at least one surface active agent chosen from the group formed by nonionic, amphoteric and zwitterionic surface active agents,

in combination with

(b₂) at least one acid or its salt in such quantity that it is dissolved in the concentrated composition, the surface active agent (b₁) and the acid or the salt (b₂) being chosen so that the viscosity of the diluted composition decreases, or increases and then decreases, when the quantity of acid or of its salt (b₂) increases, for given surface active agents,

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- (c) water,
- (d) if desired, at least one nonaqueous solvent,
- (e) if desired, at least one nonionic surface active agent which improves flow,
- (f) if desired, at least one hydrotrope, and
- (g) if desired, an acid which controls the pH of the concentrated composition between 5 and 7 such as sulfuric acid,

wherein the total quantity of surface active agents ($a + b_1 + e$) does not exceed 90% by weight and the ratio of the total quantity of anionic surface active agents to the total quantity of nonionic surface active agents is greater than 1, and wherein the component (b_2) is an acid or its salt of general formula

(I) A-C

in which A is an anion chosen from the group consisting of saturated or unsaturated aliphatic groups containing 1 to 8 carbon atoms and, if desired, containing hydroxyl groups; and sulfate, iodide, bromide, chloride, thiosulfate, propionate, dichromate, acetate, or orthophosphate; and C is H or a cation chosen from the group consisting of sodium, potassium, calcium, ammonium, alkanolammonium, magnesium, iron and copper ions.